

# Torrance Herald

FIFTEENTH YEAR—No. 24

TORRANCE, CALIF., THURSDAY, JUNE 13, 1929

Automotive Section

### Car Crashes Into Telegraph Pole at Redondo Blvd.

Turning the corner from Redondo boulevard to Hawthorne boulevard with too much speed was the cause of an accident Saturday morning when Mrs. J. F. Leighton of 708 Guadalupe, Redondo Beach, crashed into a telegraph pole at that intersection.  
Mark Marshall of the Torrance Electric Shop witnessed the accident and made the report to the police.

**NEW FORD COUPE**

**\$550** (F.O.B. Torrance)



### We use genuine Ford parts

IN OUR service work, we use only genuine Ford parts. These are identical with those from which your car was assembled at the Ford factory. Our mechanics have been specially trained to service every part of your car. All labor is charged at a low rate and we guarantee satisfaction.



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**To San Francisco**

ONE WAY **\$14**

**\$22.75 ROUND TRIP**  
16-day return limit  
Including MEALS and BERTHS!

**HARVARD and YALE**  
SAILINGS to SAN FRANCISCO—Tues., Thurs., Fri., Sun. from L. A. Harbor, 4 p.m.

ONE WAY **\$3**

**\$5 ROUND TRIP**  
16-day return limit  
Including MEALS

SAILINGS to SAN DIEGO—Wed., Thurs., Sat., Sun. at 5 p.m.

Through connections via Sunset Stage

**LASSCO**  
LOS ANGELES STEAMSHIP CO. 62-68  
TORRANCE PHARMACY  
Tel. 3-4  
730 So. Broadway, Los Angeles  
Tel. VAndike 2421

### Colors Galore in Dodge Bros. New Six Models

No Two Models Have Same Color, Says Paull

Twilight blue—moss agate green—swamp holly orange—toga maroon.

These shades might be those found in tubes of paint selected at random in an artist's studio. Instead they are just a few of the colors used in the new Dodge Brothers Six models, according to Allen H. Paull, local Dodge Brothers and Plymouth dealer.

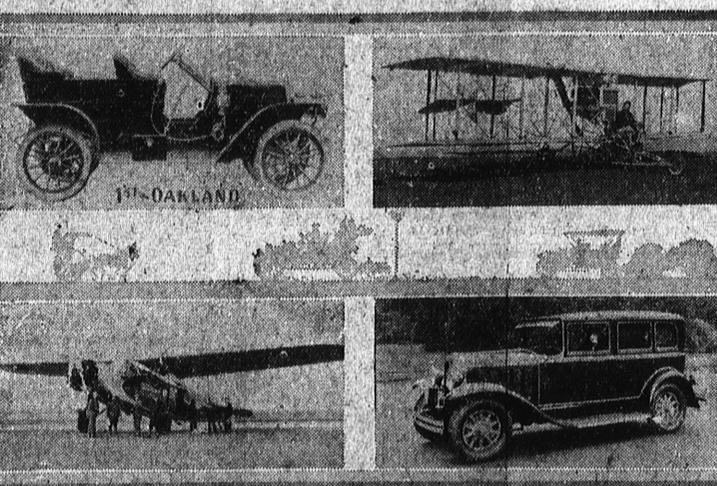
Color is a dominating factor of the modern automobile, and it is reflected vividly in the attractive lacquers of the new Dodge cars. Pastel shades predominate in blues, greens, browns that blend harmoniously with blacks, maroons and oranges and their striplings of gold, ivory and vermilion. It is the natural reaction from standardized and monotonously lifeless, drab tones of the past.

Long lines, graceful curves and smooth unbroken surfaces in the new models provide a strong background for these rich and smart colorings, deftly planned and carefully applied to give a finish of exceptional depth. Designers have successfully met the modern urge for individualism in color. There is the Ladoga green from the Russian lake of that name—Arabian Mocha Stone brown and moss agate green named for the mineral—Mandarin vermilion from the rare ruby of far off China—twilight blue and swamp holly orange.

These and others have entered into the color scheme of the new Dodge creation. No two models are the same, each having its individual color.

On trips this summer be sure that your car is equipped with an extra gallon each of oil, gas and water. And if the route takes you over steep grades causing your motor to heat up extensively, give it plenty of oil and water, for oil can do no harm other than possibly form a little extra carbon, which is much better than a burned-out bearing or a scored cylinder wall.

### Highways and Skyways



The old and the new in airplane and motor car transportation is shown in the above group of photographs. Upper right is one of the first old pusher type airplanes now located in Los Angeles. This is still in operation, and is used in the movies. Upper left is the first Oakland built in 1907. Lower left is the newest type Western Air Express Tri-Motor Fokker Monoplane which is in daily service between San Francisco, Los Angeles and Salt Lake City. This Company maintains a large fleet of these mammoth new sedans of the air. Lower right is the 1929 model Oakland All-American Four Door Sedan.

### Jesuit Fathers Get Big Lease from Richfield

To Build College of Theology From Oil Income

LOS ANGELES, June 13—California's "black gold" which has flowed fortunes into the pockets of so many lucky persons and organizations may now make it possible for the Jesuit Fathers of historic Santa Barbara to build a structure of which they long have dreamed—a college of theology.

The recent oil excitement of "The Mesa" in Santa Barbara, in which a discovery well with a 1600-barrel rate was brought in, brought "mana" to the Society of Jesuits in the form of a Richfield Oil company lease of 100 acres of the 200 acres of land in that vicinity owned by the church organization.

The consideration was an outright \$50,000, according to Richfield production officials, with a special bonus of 10 per cent on any oil discovered together with one-sixth of all subsequent production if a well or wells of a producing quality are brought in.

Fathers of the Society of Jesuits, Province of California, say they hope with the income from the oil land to erect within a year a \$25,000 university building. Their plans are to establish a graduate Jesuit seminary—similar to other colleges operated by the society and which give final education leading to priesthood. There is none of that type now farther west than St. Louis, Mo.

### THAT CAR OF YOURS

It is well to check the fan belt occasionally for proper adjustment to prevent slippage and to make the cooling system more efficient.

During the summer months it is always better to refill the crank case with a little heavier oil than that which is used during the winter, for it does not congeal so much in warm weather. The same principle should be applied to the transmission and differential.

If the bearings or bushings on the fan are worn to the extent that it causes the fan to wobble, immediate attention should be given by replacing with new ones, for at high speed the tip of the blades might come in contact with the radiator core causing damage and leakage.

With summer weather approaching, it is advisable to watch the tires and see that a good spare tire is available, for sometimes it is more convenient and less expensive to change a tire instead of waiting for a tow-car when miles from a town.

If it is found that the carburetor is not getting gas on the vacuum feed system, the cause always can be attributed to one of three things: stuck vacuum tank float, plugged gas lines from vacuum tank to carburetor, and from vacuum tank to gasoline tank, or last but not least, "out of gas."

### Goodyear Plant in Los Angeles Has 33% Increase

Public acceptance of Goodyear tires is not only tremendously favorable in Torrance, says Charlie Sherwin of Mullin's Complete Auto Service, but has also succeeded in producing a tremendous increase in the production at the Los Angeles-Goodyear factory.

Mr. Sherwin advises that production of the Goodyear Tire & Rubber Company of California for the first four months of this year showed an increase of 33% over the corresponding period of last year, according to figures released to him by the company yesterday.

From January 1, last, to April 30th, last, a total of 1,188,260 tires were produced at the Los Angeles plant, as compared to 888,113 during the same months last year.

The Los Angeles factory of Goodyear is now approaching its ninth anniversary. It started production on June 14th, 1920 and the 14,000,000th tire will be produced about June 15th next. The combined tire production of all Goodyear plants for all times is now approximately 126,000,000, of which total one-tenth has been built in Los Angeles.

### Over Million Homes Have Electrical Refrigerators Now

According to statistics published in the January issue of Electrical Merchandising, there are now 13,012,664 electrically wired homes in the United States, of which 1,223,000, or 6.4 per cent, are equipped with electric refrigeration.

This leaves a potential market of approximately eighteen million homes, according to W. G. McWhinnie, General Electric refrigerator dealer in this district.

## PACKARD

The Safest Place To Buy A Used Car

- Best Assortment**
- All Reconditioned and Guaranteed
- 25 Packard, 4 Pass. Coupe
  - 28 Buick Std. Coupe
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  - 23 Cadillac Phaeton

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## Silvertown TOUGHNESS gives you longer, trouble-free mileage!

AREN'T these the two things you want in tires—Low cost, "in the long run," and freedom from tire trouble? That's why it's important to you to know Silvertowns. Let us explain how they are made so tough clear through, in the center of the tire as well as the outside, by the Goodrich water cure. It sounds technical at first, but really it's as simple as A B C.

Even if you could buy so cleverly as to equal their cost per mile, your tire trouble would be in proportion to the quality of the tire you buy. Isn't this trouble worth saving?



**Dewey's Service**  
100% RICHFIELD

Börder and Cabrillo Torrance  
PHONE 520

### "THAT LITTLE GAME" Inter-nat'l Cartoon Co., N.Y.—By B. Link

**FROZEN FACE GETS INTO A LADIES NIGHT GAME ON A DOLLAR LIMIT BUT DOES NOT KNOW THEY ARE TO SETTLE ON A ONE TENTH OF ONE PER CENT BASIS. NEITHER DOES ARCHIE'S WIFE.**

HIS "POKER" FACE.

WELL, PEOPLE—I HOOKED YOU FOR 385 BEANS! YEE-OW! HO-HO-

ARCH-EE, DO-YOU--HAVE--TO GIVE--A CHECK-K?

SHE AND ARCHIE LOST \$50. THEY SETTLE FOR FIVE CENTS.

FROZEN FACE THINKS HE'S A MILLIONAIRE, BUT HE ONLY GRABBED THIRTY EIGHT CENTS.

I KEPT TELLING FROZEN FACE IF HE DID NOT PUT CHAINS ON HE WOULD SKID.

WHEN THE ICE BERG GETS THE VERDICT HE'LL NEED AN UNDERTAKER.

COME ON, BANKER.—FROZEN FACE IS SINKING—PUT THE REAL DOPE IN HIM AND LETS GO.

SORRY, OLE TOP, THE CORN HOOCH HAS DIED OUT AND YOU ONLY GET THIRTY EIGHT CENTS AND A BARB WIRE BATH TOWEL TO SCRATCH YOURSELF.

HIS "WINNING" FACE.

HIS "ONE TENTH OF ONE PER CENT" FACE.

### TORRANCE MOTOR COMPANY



## Now! About Your Brakes

We've taken the guess work out of brake testing and relining with modern machines and trained brake engineers. Accuracy is assured.

... There are cases where a perfect brake adjustment is impossible... due to SCORED AND ECCENTRIC DRUMS.

... Have your brake drums turned down and a new set of linings put on.

We are equipped to handle this kind of work by having a modern brake drum lathe operated by trained mechanics.

## Torrance Motor Co.

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